R.J. Reynolds Tobacco Company

August 2, 1995
REVISED - (Replaces July 31 letter - Pharmhouse d/b/a Rx Place)

J.T. JONES
Chain Accounts Manager

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ROU #1110, 1210, 1310, 1510, 1610, 1710, 2910

To: R. A. Ritsert, G. P. Mitchell, F. E. Cook, P. J. Gilotty, R. L. VanSickle, F. J. DeJong, F. J. Iaconetti, K. C. Satchell, G. R. Deschenes, R. R. Steele, R. J. Westenberger, K. L. Myers, Jr., T. A. McMahon, B. K. Pearson, J. J. Kerrigan, Jr., C. A. Crouch

Re: Pharmhouse and Pharmhouse d/b/a Rx Place (1122-00-00)
Promotion - Display Authorizations

Dear Managers:

Attached are Pharmhouse and d/b/a Rx Place display placement authorizations. Specifics are as follows:

Co-Marketing Program

- Promotion period begins 8/28/95
- Consumer offer *$2.50 off a carton*
  SELECT, WINSTON all brand styles
- Quantity coupons per store - 48
  direct mailed to all stores
- Temporary floor base display authorized

Note: Co-Marketing promotion is **authorized for d/b/a Rx Place stores only.**

Value Added Promotion

- Promotion period - August
- Buy 2 packs DORAL *get free mug*
- Temporary floor base display authorized

Note: VAP promotions are **authorized for Pharmhouse and d/b/a Rx Place stores.**

Your assistance with this chain is appreciated.

DM	T&D	REP
1224		
1225		
1226	✓	11,13,21
1229		
1230	✓	13,13
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

Sincerely,

J. T. Jones

JTJ/fr
Attachment

"We work for smokers."

51855 0901

Source: https://www.industrydocuments.ucsf.edu/docs/flxn0000